



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>566242 /        |  | <u>Alt Order #</u><br>07894904                         |
| <u>Product</u><br>HIRSCHBIEL/CD2/D            |  |  |
| <u>Contract Dates</u><br>08/14/12 - 08/20/12  |  | <u>Estimate #</u><br>106/113/1553                      |
| <u>Advertiser</u><br>Hirschbiel/D/State House |  | <u>Original Date / Revision</u><br>08/06/12 / 08/06/12 |
| <u>Billing Cycle</u><br>EOM/EOC               | <u>Billing Calendar</u><br>Broadcast     | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WTKR                        | <u>Account Executive</u><br>Jamie Andrus | <u>Sales Office</u><br>Washington, D.C.                |
| <u>Special Handling</u>                       |  |  |
| <u>Demographic</u><br>Adults 35+              |  |  |
| <u>IDB#</u><br>8020                           | <u>Advertiser Code</u><br>106            | <u>Product Code</u><br>113                             |
| <u>Agency Ref</u>                             |  | <u>Advertiser Ref</u>                                  |

| *Line | Ch | Start Date        | End Date        | Description               | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount   |
|-------|----|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|----------|
| N 1   | 3  | 08/14/12          | 08/17/12        | NewsChannel 3 News        | 5-6am          |      | :30    |                   |             | NM   | 2     | \$240.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -TWTF--                   |                |      |        | 2                 | \$120.00    |      |       |          |
| N 2   | 3  | 08/14/12          | 08/17/12        | NewsChannel 3 News        | 6-7am          |      | :30    |                   |             | NM   | 3     | \$555.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -TWTF--                   |                |      |        | 3                 | \$185.00    |      |       |          |
| N 3   | 3  | 08/14/12          | 08/17/12        | CBS This Morning          | 7-9a           |      | :30    |                   |             | NM   | 4     | \$560.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -TWTF--                   |                |      |        | 4                 | \$140.00    |      |       |          |
| N 4   | 3  | 08/18/12          | 08/18/12        | Early Show Saturday       | 9-11am         |      | :30    |                   |             | NM   | 1     | \$100.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -----S-                   |                |      |        | 1                 | \$100.00    |      |       |          |
| N 5   | 3  | 08/19/12          | 08/19/12        | CBS Sunday Morning        | 9-1030am       |      | :30    |                   |             | NM   | 1     | \$280.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -----S                    |                |      |        | 1                 | \$280.00    |      |       |          |
| N 6   | 3  | 08/14/12          | 08/19/12        | Let's Make A Deal 9am     | 9-10am         |      | :30    |                   |             | NM   | 2     | \$540.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -TWTF--                   |                |      |        | 2                 | \$270.00    |      |       |          |
| √ 7   | 3  | 08/14/12          | 08/19/12        | Price Is Right            | 11am-12n       |      | :30    |                   |             | NM   | 2     | \$830.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -TWTF--                   |                |      |        | 2                 | \$415.00    |      |       |          |
| √ 8   | 3  | 08/14/12          | 08/17/12        | NewsChannel 3 News        | 12n-1230pm     |      | :30    |                   |             | NM   | 2     | \$590.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -TWTF--                   |                |      |        | 2                 | \$295.00    |      |       |          |
| √ 9   | 3  | 08/14/12          | 08/17/12        | CBS Daytime               | 1228-3pm       |      | :30    |                   |             | NM   | 2     | \$590.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -TWTF--                   |                |      |        | 2                 | \$295.00    |      |       |          |
| √ 10  | 3  | 08/14/12          | 08/17/12        | Ellen Degeneres 3pm       | 3-4pm          |      | :30    |                   |             | NM   | 3     | \$600.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -TWTF--                   |                |      |        | 3                 | \$200.00    |      |       |          |
| √ 11  | 3  | 08/14/12          | 08/19/12        | NewsCha 3 News First @ 4p | 358-5pm        |      | :30    |                   |             | NM   | 3     | \$600.00 |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |          |
| Week: |    | 08/13/12          | 08/19/12        | -TWTF--                   |                |      |        | 3                 | \$200.00    |      |       |          |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 566242 /            | 07894904    |

| Contract Dates      | Product          | Estimate #   |
|---------------------|------------------|--------------|
| 08/14/12 - 08/20/12 | HIRSCHBIEL/CD2/D | 106/113/1553 |

| Advertiser               | Original Date / Revision |
|--------------------------|--------------------------|
| Hirschbiel/D/State House | 08/06/12 / 08/08/12      |

| *Line         | Ch | Start Date        | End Date        | Description                     | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots     | Amount             |
|---------------|----|-------------------|-----------------|---------------------------------|----------------|------|--------|-------------------|-------------|------|-----------|--------------------|
| N 12          | 3  | 08/14/12          | 08/19/12        | Newschannel 3 News              | 5-530pm        |      | :30    |                   |             | NM   | 3         | \$990.00           |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/13/12          | 08/19/12        | -TWTF--                         |                |      |        | 3                 | \$330.00    |      |           |                    |
| N 13          | 3  | 08/14/12          | 08/19/12        | Newschannel 3 News              | 530-6pm        |      | :30    |                   |             | NM   | 4         | \$1,240.00         |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/13/12          | 08/19/12        | -TWTF--                         |                |      |        | 4                 | \$310.00    |      |           |                    |
| N 14          | 3  | 08/14/12          | 08/19/12        | Newschannel 3 News              | 6-630pm        |      | :30    |                   |             | NM   | 4         | \$1,940.00         |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/13/12          | 08/19/12        | -TWTF--                         |                |      |        | 4                 | \$485.00    |      |           |                    |
| N 15          | 3  | 08/18/12          | 08/18/12        | Newschannel 3 News              | 6-630pm        |      | :30    |                   |             | NM   | 1         | \$120.00           |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/13/12          | 08/19/12        | -----S-                         |                |      |        | 1                 | \$120.00    |      |           |                    |
| N 16          | 3  | 08/19/12          | 08/19/12        | Newschannel 3 News              | 630-7pm        |      | :30    |                   |             | NM   | 1         | \$140.00           |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/13/12          | 08/19/12        | -----S                          |                |      |        | 1                 | \$140.00    |      |           |                    |
| N 17          | 3  | 08/14/12          | 08/14/12        | Tuesday Prime                   | 9-10pm         |      | :30    |                   |             | NM   | 1         | \$1,275.00         |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/13/12          | 08/19/12        | -T-----                         |                |      |        | 1                 | \$1,275.00  |      |           |                    |
| N 18          | 3  | 08/15/12          | 08/15/12        | Wednesday Prime                 | 8-9pm          |      | :30    |                   |             | NM   | 1         | \$1,180.00         |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/13/12          | 08/19/12        | --W----                         |                |      |        | 1                 | \$1,180.00  |      |           |                    |
| N 19          | 3  | 08/14/12          | 08/17/12        | Late News (M-F)                 | 11-1135p       |      | :30    |                   |             | NM   | 4         | \$2,160.00         |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/13/12          | 08/19/12        | -TWTF--                         |                |      |        | 4                 | \$540.00    |      |           |                    |
| ✓ 20          | 3  | 08/18/12          | 08/19/12        | Late News (Sa-Su)               | 11-1135p       |      | :30    |                   |             | NM   | 1         | \$365.00           |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/13/12          | 08/19/12        | -----S5                         |                |      |        | 1                 | \$365.00    |      |           |                    |
| ✓ 21          | 3  | 08/14/12          | 08/17/12        | Late Night with David Letterman | 1135pm-1237am  |      | :30    |                   |             | NM   | 3         | \$495.00           |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/13/12          | 08/19/12        | -TWTF--                         |                |      |        | 3                 | \$165.00    |      |           |                    |
| ✓ 22          | 3  | 08/20/12          | 08/20/12        | NewsChannel 3 News              | 5-6am          |      | :30    |                   |             | NM   | 1         | \$120.00           |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/20/12          | 08/26/12        | M-----                          |                |      |        | 1                 | \$120.00    |      |           |                    |
| ✓ 23          | 3  | 08/20/12          | 08/20/12        | Newschannel 3 News              | 12n-1230pm     |      | :30    |                   |             | NM   | 1         | \$295.00           |
|               |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |    | 08/20/12          | 08/26/12        | M-----                          |                |      |        | 1                 | \$295.00    |      |           |                    |
| <b>Totals</b> |    |                   |                 |                                 |                |      |        |                   |             |      | <b>50</b> | <b>\$15,805.00</b> |

| Time Period         | # of Spots | Gross Amount       | Net Amount         |
|---------------------|------------|--------------------|--------------------|
| 07/30/12 - 08/20/12 | 50         | \$15,805.00        | \$13,434.25        |
| <b>Totals</b>       | <b>50</b>  | <b>\$15,805.00</b> | <b>\$13,434.25</b> |

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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